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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al.

: Art Unit: 3623

Serial No.: 09/474,588

: Examiner: James A. Reagan

Filed: December 29, 1999

For: METHODS AND SYSTEMS
FOR CREATING MODELS FOR
MARKETING CAMPAIGNS

AMENDMENT AFTER FINAL

*Natavia Davis
H/W (A/E) W
Reagan
2/5/03*

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FEB 05 2003

GROUP 3600

Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated November 5, 2002 and made final, Applicants respectfully request entry and consideration of the following amendment:

IN THE CLAIMS

1. (twice amended) A method for increasing efficiency of a marketing system, the system comprising a database containing customer demographic data, said method including the steps of:

building models of predicted customer profiles;

embedding the models within an online analytical processing tool;

determining through the online analytical processing tool a sequential order for combining the models prior to combining the models;

using the online analytical processing tool to combine the models in the determined sequential order; and